



REPORT FOR ACTION WITH CONFIDENTIAL ATTACHMENT

Bike Share Toronto - Negotiation to Facilitate Advertising on Station Panels

Date: November 20, 2018
To: Toronto Parking Authority Board of Directors
From: Acting President, Toronto Parking Authority
Wards: All

REASON FOR CONFIDENTIAL INFORMATION

This report concerns an ongoing negotiation related to assets of the Toronto Parking Authority, provides confidential information to the Board outlining the current status of these negotiations, and seeks Board direction in these matters.

SUMMARY

Toronto Parking Authority staff are updating the Board on the current status of ongoing negotiations with Astral Media Outdoor ("Astral") for the use of caisson panels on the bike share stations for third party advertising as a means to augment revenue generation for the program, and seeking Board direction on next steps.

RECOMMENDATIONS

The Acting President, Toronto Parking Authority recommends that:

1. The Board of Directors, Toronto Parking Authority adopt the confidential recommendations in Confidential Attachment 1 to this report (November 20, 2018) of the Acting President; and
2. The Board of Directors, Toronto Parking Authority direct that the confidential information contained in Confidential Attachment 1 to this report remain confidential in its entirety, as it concerns an ongoing negotiation related to assets of the Toronto Parking Authority, provides confidential information to the Board outlining the current status of these negotiations, and seeks Board direction in these matters.

FINANCIAL IMPACT

Financial impacts based on the recommendations contained in this report can be accommodated under the Toronto Parking Authority approved 2018 Operating Budget.

DECISION HISTORY

City Council, at its meeting of November 13, 14, 15 and 18, 2013 in considering Item EX35.8, "Strategy for Continuing Toronto's Bike Share Program", enacted a multi-faceted strategy to develop a plan and strengthen the financial viability of Toronto's bike share program. Among other things, Council adopted the following recommendation:

"City Council confirm that the delegation of authority to the Toronto Parking Authority under Part 2 above shall include the approval of sponsorship and third party advertising on the bike station panels, subject to such negotiations with Astral Media for advertising on the right-of-way as may be required, provided that all revenues generated shall be deposited in the Bike Share Program Reserve to be used for the purposes of the Reserve, and that this approval shall constitute a deemed variance as necessary and such advertising shall, as with the City's previous street furniture agreements, not be subject to the requirement for any further approvals under the City's sign by-laws."

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX35.8>

The Board of Directors, Toronto Parking Authority, at its meeting of June 25, 2018, in considering, "Bike Share Program Operations & Fee Considerations" (Item PA12.4), among other things, directed the Acting President to report to the Board for approval of terms and conditions of an agreement currently being negotiated in consultation with the General Manager, Transportation Services, in the context of the City of Toronto's Coordinated Street Furniture program, with Astral Out-of-Home/Bell Media, to facilitate advertising on the Bike Share station caisson panels.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.PA12.4>

COMMENTS

The third-party advertising opportunity enabled by the caisson panels of the Bike Share infrastructure represents an exceptional revenue generating platform in downtown Toronto for both Bike Share and a media/advertising industry partner. In light of certain provisions in the City of Toronto's Street Furniture Agreement with Astral, TPA staff

have pursued the negotiation of terms with Astral, which would complement the current street furniture program. It is envisaged that one face of the two-sided panels could be dedicated to this purpose. As noted in the previous reports, non-user revenue opportunities, including advertising rights on the bike station panels, are significant potential sources of funds to fill the user fee gap and ensure the long term financial stability of the Bike Share system.

CONTACT

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SIGNATURE

Andrew Koropeski,
Acting President, Toronto Parking Authority

ATTACHMENTS

Confidential Attachment 1 - Bike Share Advertising Opportunity: Confidential
Instructions to Staff